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of Webinars on Online  
Qualitative Research



Since 1986, 20|20 Research has been providing the tools, services and support to help our clients conduct the best in qualitative research. In addition to our “Top Rated” Focus Group facilities and local recruiting, 20|20 has grown to become a worldwide leader in online qualitative research solutions. We currently offer five different [software platforms](#), [qualitative recruiting](#) in the U.S. and around the globe, as well as the best project management, service and support in the industry. Let us know how we can help you with your next qualitative project.

Welcome to 20|20 Research, Inc.

Thu, 7 Oct 2010

#### [A Beginner's Guide to Online Journaling](#)

When you think about online qualitative research, what comes to mind? Probably a bulletin board focus group or webcam focus group, which are among the most common online tools researchers are utilizing. While these methodologies can provide rich, in-depth data for your clients, there's another one you should consider adding to your toolbox—online journaling. What [...] [Continue reading →](#)

Tue, 5 Oct 2010

#### [QualJournal V1.5 Released To The Public: Online Journaling Just Got Better](#)

NASHVILLE, TN, October 5, 2010 – 20|20 Technology, a Division of 20|20 Research, Inc., today announced the public release of QualJournal V1.5, the latest iteration of its industry-leading platform designed specifically for online journaling and immersive research. These enhancements include: ... [Continue reading →](#) [Continue reading →](#)

Mon, 4 Oct 2010

#### [Beginner Tips for Online Qualitative Research](#)

If you talked to Betsy Hoag and Katerina Makatouni of Chicago-based Kairos Consumers, you'd assume they're old pros when it comes to online qualitative research. The truth is, though, they did their first project just this year. How did they go from novice to pro so quickly? By following these tips: Spend time understanding the [...] [Continue reading →](#)

Wed, 29 Sep 2010

### [Congrats to AMA's Emerging Market Research Leaders: 4 under 40](#)

On the concluding morning of the AMA Marketing Research Conference, the AMA recognized its Market Research Emerging Leaders, 4 under 40. We want to extend our congratulations to these outstanding market researchers who are shaping the future of our industry. Here are the winners and a little about them. Tom DeRuyck: Senior Consultant ForwaR&D Lab, [...] [Continue reading →](#)

Tue, 28 Sep 2010

### [Conferences Show DIY Market Research on Everyone's Radar](#)

Everyone wonders about the impact of DIY (do-it-yourself) market research. However, the proliferation of easy-to-use and inexpensive tools on both the qualitative research and quantitative research sides leave little doubt that DIY research will grow. A couple of weeks ago at the ESOMAR Congress in Athens, we noticed organizations attempting to better understand the depth [...] [Continue reading →](#)

## Resources

[White Papers, Articles, Case Studies & How To Guides](#)

Let 20|20 Research help guide you through the world of online qualitative research, with resources including white papers, articles, case studies and "how to" guides.

## QualBlog

[Industry News from Jim Bryson](#)

Jim Bryson, our founder and Chairman, is one of the industry's true thought leaders. Visit QualBlog for his unique insight on market research today.

## Technology

[Five Unique Research Platforms](#)

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Five unique platforms to help you take virtually any project online: bulletin board focus group, live webcam interviewing, quant-to-qual hybrids and more.